

## Cattle Marketing Workshop

January 15, 2017

Manning, Alberta

By: Brian Harcourt

Speaker...David Moss..MA

VP and Co-Founder of AgriClear...TMX..NGX.

#403-11012 Macleod Trail, S.E.

Calgary, AB, T2J 6A5

[www. agriclear.com](http://www.agriclear.com)

This is an online program that allows any cattle rancher to buy or sell to anyone, anywhere, anytime with transactional security.

If anyone has had any problems with the selling of your cattle, give this company a call.

All the forms are on line and very straight forward.

AgriClear is a transactional web-based platform that connects US and Canadian Producers.

Marketers can now securely list, transact, and be assured of payment from your computer, phone or tablet.

Producers are now able to buy or sell cattle for just \$6.00 per head with anyone, anywhere, anytime with confidence.

Get on the web site check out the 6 steps to get started.

## Peace Agronomy Update

January 18, 2017

Dunvegan Motor Inn; Fairview, Alberta

By: Brain Harcourt

Speaker Dr. Jennifer Mitchell-Fetch.

Research Scientist-Oat Breeder

Ag. Canada, Brandon, MB.

A new oat variety begins with selecting from the very best of existing varieties  
Steps are from P1 to P15, ending with Breeder Seed.

Selecting P1 to P6 and growing trials to determine erotic, elite, emasculation(?)  
pollination, disease resistance, stem strength, etc.

P7 + P8, Off to New Zealand for field trials. NZ because of their very good soil  
and somewhat isolation, less chance of contacting diseases.

P9, Back o Canada and the US for more trials.

P10, 200 heads are selected from the plants are selected.

P11 + P12 +P13 +P14, more testing and finely

P15 from which Breeder Seed is finally accepted by all the various authorities like CFIA, AG, Canada, seed growers groups, Health Canada etc. The seed must have "merit", and then it's given a Name.

Bill Chapman...Crop Business Development Specialist.  
AB, Ag, and Forestry, Barrhead, AB.  
780 674 8258, C 780 349 0300, [www.agric.gov.ab.ca](http://www.agric.gov.ab.ca)

"Quality is #1 Priority"

Food for human consumption is his business.

Grains for milling, flakes, groats, pablums cosmetics, beta glucans, must be toxin free.

Best area for growing oats is around Portage La Prairie, MB. Longest growing frost free days in Canada.

Less possibility of mycotoxins getting into the plants like Aflo and Ochre (the worst).

After harvesting he recommends using a batch or continuous dryer to preserve the quality rather than bin dryers.

If you decide to grow oats for sale, check the market.

Buyers will determine the variety they want.

Trent Whiting

Wheat Class Modernization.

CWRS...Canada Western Red Spring.

CPRS...Canada Prairie Red Spring.

CNHR...Canada Northern Hard Red.

For the information you may need [www.grainscanada.gc.ca](http://www.grainscanada.gc.ca)

Neil Blue..Grain, pulse and Oils Market

Prov. Market Analyst.

AB, Ag, and Forestry. 780 422 4053.

You name a condition, weather, people, politics and then guess where \$ are going, mega changes.

World well supplied with Feed wheat, therefore good quality wheat should bring a better price.

Oats...\$1.50 to \$3.00, depends on the variety, quality and the Buyer.

Peas...\$8.00 plus.

Canola...stronger dollars into spring.

[www.agric.ab.ca...neil.blue@gov.ab.ca](http://www.agric.ab.ca...neil.blue@gov.ab.ca)

P 780 422 4053

## Winter Watering Systems

January 21, 2017

Hines Creek Composite School

By: Brian Harcourt

This Tour put on by PCBFA...  
Gathered at the Hines Creek High School.

Speaker Dan Benson...Ag Water Specialist, Gov' AB.  
Dan gave an overview of the Water Act,(Jan 1st, 1999),  
most of the do's and don'ts a landowner can and cannot do.  
The landowner does not own the water on his/her land.  
If you are thinking of another or a new dugout you will need to  
get approval through Dan.

The first farm visited was the Karetaka Farm (Peter and Nancy Van Herk) on HWY 730.  
Peter uses a single pressure system to supply 3 separate drinkers.  
He uses a heat lamp in each one during colder weather.  
Water flows outwards into an insulated trough for the animals to drink.  
Works very well as long as the power stays on.

Back to school--coffee and lunch.  
Steve and Amber Kenyon, Busby, AB, 780 307 6500, 780 887 3251.  
They offer Land Management, Grazing courses,  
Custom Grazing and meat sales.  
they live off the "Grid"by using solar panels.  
they pasture neighbors cattle during the summer on 20+ quarters.  
They will give seminars in the area if there is enough interest.

On to Wally and Christine Lentz farm.  
They use three solar panels (approximately 150watts) to  
charge 4--12-volt batteries to run the pump for water supply.  
Water is pumped into a 10' diameter insulated plastic tank.  
Tank has a 21/2 foot center hole on top with insulated lid.  
Tank has 4 drinking holes around the outside edge.

Their second water system was up on a hill beside a large dugout.  
There he uses three nose pumps in about a 2 foot buried culvert  
with the necessary plumbing to the dugout.  
It was a cold with wind, the beauty of this system is it does need power  
and it worked well that day.

Harcourt.

## Agricultural Service Board 2017 Provincial Conference

January 24-27, 2017

Edmonton, Alberta

By: Brian Harcourt

Keynote Speaker, Bill Wilson.  
Host of The Prairie Farm Report.

Canada exports 50.4 Billion \$ of Ag products yearly.  
Agriculture employs 1 in 8 jobs in Canada.  
If you want the Rural Channel and don't have it, ask your TV supplier for it.

Adam Kreek, Gold Medal Olympic Champion, Canada's Rowing Team.  
He and three others left western Europe heading for Florida.  
Things went fairly good until they got to the infamous Bermuda Triangle.  
A huge rogue wave hit them and overturned their boat.  
They had practiced saving themselves from just such an event.  
They had an inflatable raft and all four were rescued.  
He is now a fitness expert helping many to enjoy a better life.  
Google 'Capsized'.

Kevin Kossowan, Story Chaser.

Local Food is not the Solution.  
He is on many food boards and councils and Alberta's Farmers Market.  
Local 100 mile is old now.  
Quality not distance, and preparation are more important.  
The Steps...  
1 Preproduction.  
2 Production.  
3 Post production.  
4 Know your clients.  
What do you want to tell them?  
What do they want to hear?  
ie. Large hog producers need to share their side.  
Distribution equals hustle.  
Tell...Show people.  
[kevin@storeychaser.ca](mailto:kevin@storeychaser.ca)  
[www.storeychaser.ca](http://www.storeychaser.ca)

Fortis Alberta, Power co.

This power co. 530,000 customers of which

230,000 are rural,  
168,000 are farmers,  
1,100 employees,  
45% of the Alberta system,  
\$350,000.00 cap expenditures,  
7,300,000.00 linear taxes,  
#1 priority is safety,  
#2 reliability,  
#3 customer focus.

Timothy Caulfield,..Debunker of Myths.

One in four vaccines are no good for you!

Things to do for yourself and family.

#1 Don't SMOKE!

#2 Vigorous exercise daily, for a strong heart beat.

#3 Eat real food, no life left in the box or the can  
because of over processing and added sugars.

#4 Weight management, you all know how heavy you are.

#5 Take preventive measures of all kinds.

#6 Sleep, don't ignore this on.

You could choose the Canadian Health Guide.

Or Gwyneth Paltrow's advice...."NOT"!

John Knapp, Global Macro Trends and The Future of Agriculture in Alberta.

Read his BIO on numerous subjects like 4H, Rat Control (from 3000k to 3 Billion)

AG culture societies, Call of The Land, AG Service Boards.

He speculated on the trends that may happen by 2050.

#1 Social License, GMOs, H2O, animal rites, and about those who "don't know".

#2 Aggregation of farm lands, used to be a family on every quarter.

#3 Rise in the \$ of farm land, by 2050 up 700%.

#4 Climate Change, there be givers and takers, which are you.

#5 Rising incomes globally, ie, China and India, Eritria, the poorest country in the world!

#6 Reduced farm income support, fewer programs,  
health care costs rising rapidly, all other programs decreasing,  
reduced R and D.

Technology advancing more than any other sector,

nano tech, drones (UAVs) solar, lithium from oil.

#8 Rise in sea levels, up one foot in the last 100 years,

half by ice melt, 1/8 inch per year, by 2050 up 4 feet.

Lose of fertile lands, more violent storms, salt water invading the land,  
wars, takes 20 to 30 years for the land to recover.

#9 Net Food export will decrease, USA already has water problems, water will be a concern in all countries.

#10 Global land rush, people from all over the globe will be buying up land no matter where or the quality.

Physical look at 2050,

More rain, more CO<sub>2</sub>, 2 degrees warmer, earlier springs, longer falls, higher value crops.

In AB orchards and vineyards, grossing \$5,000.00 per acre.

Farmers of the SUN, solar prime source of power.

More sheep less cattle. Water and food the Keys.

Damion Mason, Comedian.

Quotes...

You can have money or horses.

A crackhead is better than a horse loving woman.

She will have a 100K horse trailer and a 5K house trailer.

We don't need more soccer camps, we do need more farm camps.

Farmers don't want to make too much money, they might to pay taxes.

Krista Zuzak, "Safe food for Canadians Act" CFIA.

She is a research Tech. at AB Plant Health Lab,...NEW!

Crop health issues take priority.

Dr. Jie Leng in charge, for AB, AG, and Forestry.

Crop Research and Extension Branch.

Responsible for the Pest Act.

Diagnosis of plant diseases and identifying of insects.

Testing is free.

Since opening they have tested 325 samples.

People, Partnership, Progress Panel.

Four people, The Farmer grows the wheat,

the Brewer buys the wheat to make the whiskey,

the mushroom grower buys the mash left over from the brewer and grows the mushrooms,

the restaurant owner buys the mushrooms and meats from the local rancher.

The patrons of the restaurant are the winners as are the farmer,

the brewer, the gardener, and the restaurant owner.

Great Local system.

Big Rig Brewery, Nisku, AB

mush-familyfungi.ca

Local Food is not the Solution.

He is on many food boards and councils and Alberta's Farmers Market.

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What do you want to tell them?

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ie. Large hog producers need to share their side.

Distribution equals hustle.

Tell...Show people.

[kevin@storeychaser.ca](mailto:kevin@storeychaser.ca)

wwwstoreychaser.ca

Adam Kreek, Gold Medal Olympic Champion, Canada's Rowing Team.

He and three others rowed across the Atlantic Ocean from east to west.

Things went fairly well, two rowed and two slept, for 70 days.

As they entered the Bermuda Triangle the weather took a turn and they were hit by a rogue wave.

The wave overturned the boat.

Fortunately they had practiced for just such an event.

They had a life raft and all got on board and eventually were rescued by the Coast Guard.

He is now a fitness expert helping many to enjoy a better life.

Google "capsized"

Michael Kerr,...Inspiring workplaces.

The Way Work Ought To Be..

Funniest man I've seen since Abbott and Costello,

Archie Bunker and Red Skelton.

Sign in a Ladies store...Bras half off.

Have a little fun in your work and a sense of purpose.

Kevin Van Tighen...Rethinking Carnivores.

Wolves and people are much alike.

Bounties ultimately don't work.

Poison and snares are unethical, the animals die a terrible death.

Bears are smart and alert, great sense of smell.

They deserve respect and readiness...bear spray.

AG For Life...Luree Williamson.

She will do educational Ag tours if the schools arrange the time and place.

cell...403 862 5688...T...1 888 931 2951...Fx...403 931 2671

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## Peace Country Beef Congress

January 7, 2017

Dawson Creek, BC

By: Julie Watchorn

On January 7 2017 I went to Dawson Creeks 19th annual Peace Country Beef Congress held at the Lakota Center

It was a two day event starting on January 6th . There was trade show booths and equipment dealerships promoting their products and on the other side was the cattle show ! They had shown purebred pens of 2 year old bulls pens of purebred and commercial heifers on Friday with a jackpot class ending Friday with a banquet and heifer auction.

On Saturday they had planned a 4-H/ Youth program starting at 9 am with lunch at 11:30 and 4-H showing steers and heifers they ended the day with Cattlemen's Choice , showing pens of 3 bulls , yearling and 2 year olds all ending at 4 pm

ASB Provincial Conference  
By: MacKay Ross

Bill Wilson

The producer and host of the long running TV series "The Prairie Farm Report" then in 2013 along with his wife started "The Rural Channel" a TV channel dedicated to Canadian rural interest.

[agcomproductions.com](http://agcomproductions.com)  
[theruralchannel.com](http://theruralchannel.com)

Adam Kreek

Team Canada member which won Gold for rowing at the Beijing Olympics. Then attempted to row across the Atlantic with 3 others, went 73 days, reached the edge of the Bermuda Triangle and then were capsized by a rogue wave. This resulted in more benefit to their sponsors than if they had completed:/

Adam had many specific points he put across.

Be the one who speaks.

The Olympics are 4 years apart because it takes time to achieve "break through"

What's your next gold medal moment?

I can dream big act small and work hard.

Amateurs are powered by passion, professionals powered by purpose.

What's your plan?

I can plan my strategy and execution.

Reflect, learn, grow, let it go.

"I have failed.", not "I am a failure."

Inspiration has an expiry date, it's now

I can focus on what I can control.

"It is the strength to continue that counts." Winston Churchill

"Capsized" NBC Dateline, is the documentary of his teams crossing of the Atlantic.

dontchangemuch.ca is the home of "The league of Fairly healthy men"

Resolution session

Damian Mason

A comedian who is a little too knowledgeable about agriculture. A funny man who got several points across during his talk. Hopefully we can remember them, as we were laughing too much to take notes☺

Krist Zuzak

A plant health tech at the Alberta Plant Laboratory gave us an overview of the services that are available.

Kevin Kossowan

“Local food” is no longer the trendy catch phrase, it is important to follow trends to keep people interested in your message.

Stories win, people respond to stories, not facts and figures. Emotion wins, or at least will lead to interest in your product, then start giving information, then details, facts and figures last.

When making any length film, remember;

Preproduction, ask stakeholders, what do you want to say, and to who?

Production, DIY has benefits mostly cost, advised we pay for it, spend our time and energy in preproduction and hustle.

Post production, caution YouTube only works for established channels. Use Social media. Release stills, then 30 second preview, lastly feed to Youtube 3 minute video.

Longer videos suffer from short attention spans and cost.

Kevin helped ALUS with their promo video.

From the Wild. A show about chefs going out to nature to harvest and cook food.

“Interesting people, doing interesting things, in interesting places.”

Music bed, has music that has nominal fee to use in your video.

Context is the most important aspect. Remember it takes time, the message will move slowly, be patient. Don't worry so much, PETA etc are not as prevalent as one would think.

People, Partnership, Progress Panel

Leduc farmer who supplies “Big Rig Brewery” (a mile or so away) with malt barley (only 1% of his production) after the lager etc, the brewer's grains (waste) is then picked up by [Familyfungi.ca](http://Familyfungi.ca) a mushroom grower a few miles away, which is the part of the growth medium for mushrooms, which are sold to dinechartier.com in Beaumont, as well as other restaurants and farmers markets.

Pop Cultures View vs. Science Professor Timothy Caulfield

Regulators response is important, provided it is 3<sup>rd</sup> party verified. Science literacy is low, how do we promote and then get people to assess the information for themselves?

Creative communications are humour laden and fact revealing.

Independent science, 3<sup>rd</sup> party is the most respected.

Call it bunk (personal note, this usually results in a defensive emotion filled response that shuts down communication)

What are the secrets to health and healthy body weight?

Don't smoke (or live with a smoker), get vigorous exercise ( 15 minutes full body, can't speak when you are done), real food, (simple non processed, minimum of ingredients, each food group in its proportion, fill up on vegetables and fruits, less meat, bread last), weight management, (water for calorie free hydration, minimize [caffeine, sugar, complex fats]).

Prevention; seatbelts, vaccines, sleep (varies by person and age, consciously make a routine, then shrink or expand sleep hours to fit)

John Knapp

Alberta's "Rat Free" program is approximately a 10,000 ROI program, what other Zero Tolerance programs are necessary?

Social license is a fact of the new reality and must be addressed daily.

Aggregation of farms, results in a 3rd as many farms, and 11/12 the children leaving the farm for life. There are too few farm raised advocates.

Farm land has increased in cost at 10x the rate of the value of products (no surprise here).

Climate change socially divisive, sea level rise 4 feet by 2050, 2 billion displaced and millions of acres of farmland permanently salted/flooded, More rain, 500 ppm CO<sub>2</sub>, 2 degrees more temp earlier seeding, climax crops (crops that always transcend, wheat, grapes, olives etc.) summers are expected to be 10% dryer and 2'C warmer resulting in 3x the irrigation.

World wealth is increasing over all, increasing food consumption by 67% more food by 2050, there are less net food exporting nations, Global land rush continues, countries are ensuring food by purchasing other countries farm land.

Fewer Ag support programs invest in R&D

Technology in 100 years has increased Ag production higher than any other industries  
Richard Schnieder U of A

Orchards and vineyards gross 3-5000\$ an acre regularly, nothing touches greenhouse production 1 m<sup>2</sup> compared to 1 acre dry land, cattle and sheep grazed together increase production 1.5x.

Tenancy in Europe runs on minimum loans of 25 years, how long till Alberta's farmers become tenants?

Farmers will become electrical power producers for Albertan's, currently a 3-5 year ROI for solar, bio digester set up will increase exponentially, nothing has power like water and food, farmers have both and electricity if we want.

Micheal Kerr

People who take themselves seriously are taken less seriously by others, counter intuitive.

Humour at work has significant value, but don't be a clown, or commit damaging practical jokes.

Look for the humour and embrace the ridiculous

Work is hard enough as it is without making it harder.

Train sales reps for optimism to increase sales 30% or more.

Relentlessly focus on culture, it has to be built intentionally, talk about values, and instil actions to back up those values.

Big sign, "We are going to be a 100% jerk free workplace."

Translate values into examples and draw a line that if crossed that person is released from the organization.

Clear sense of purpose is #1

Communication is everything and everything is communication.

Peoples first response tends to look at failure, concentrate on the positive, and build form what worked.

Decrease email and texting; concentrate on effective phone or face to face conversation.

Put forward rules with humour and the acceptance will be 5x higher!

We are all in the idea business, if we want more ideas; we have to ask for them.

We need to change the question, look at issues from all sides (not just the devil's advocate).

Ask for opinions, people want their idea heard and then get back to them, so they know they were taken seriously and their ideas are vetted.

Ha ha fun moments lead to Aha! moments.

Make sure we are having fun regardless of the work load; less will be accomplished if everyone gets bogged down.

Rituals and traditions create culture not the other way around.

Rethinking carnivores Kevin Van Tighem

Cows and fish changed the discussion on grazing, both sides won in the end.

Wolves kill CWD animals before prions start shedding, can herd elk out of our area.

More than 25% of wolves must be killed per year to decrease livestock losses, but a stop in culling will have disastrous results.

Would it have more benefit for the county to pay compensation for livestock losses due to wolves, instead of a bounty? Would it cost more? Administratively it would be a challenge, socially it would be a huge win/win especially long term. The bounty is going to bite back and is short term.